

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 001405

VIENNA FOR MARTIN/VONTILLIUS BERLIN FOR BLOCH

E.O. 11652: N/A

TAGS: BEXP, GE, AU

SUBJECT: LEIPZIG SPRING FAIR BUSINESS DEVELOPMENT OFFICE

1. MACHINE TOOLS AND MATERIALS HANDLING EQUIPMENT WILL BE THE TWO CENTRAL THEMES FOR THE U.S. BUSINESS DEVELOPMENT OFFICE (BDO) AT THE MARCH 1975 LEIPZIG TRADE FAIR. AN INDUSTRY EXPERT WILL BE PRESENT FOR EACH THEME TO DISCUSS VARIOUS ASPECTS OF THEIR RESPECTIVE INDUSTRIES AND, HOPEFULLY, PROUDCE TRADE LEADS. MACHINE TOOLS WILL BE REPRESENTED BY MR. JACK CONNOR OF THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION AND MATERIALS HANDLING EQUIPMENT BY MR. GEORGE SHULTZ, EDITOR OF FACTORY MAGAZINE. THE TWO REPRESENTATIVES WILL COORDINATE THE COLLECTION OF CATALOGUES FOR THEIR INDUSTRIES. IT IS EXPECTED THAT A FULL SCHEDULE OF APPOINTMENTS WILL BE DEVELOPED WITH FTO, MINISTRY, AND END-USER OFFICIALS FOR THE INDUSTRY EXPERTS. PERHAPS IT COULD ALSO BE ARRANGED FOR EACH EXPERT TO VISIT ONE GDR MANUFACTURING FACILITY IN THEIR INDUSTRY CATEGORY. THE INDUSTRY EXPERTS WILL BE ENCOURAGED TO ARRIVE

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IN BERLIN ON MARCH 6, 1975. AMEMBASSY BERLIN IS REQUESTED

TO MAKE LAND TRAVEL ARRANGEMENTS AND HOTEL RESERVATIONS IN BERLIN AND LEIPZIG THROUGH MARCH 16 FOR CONNOR AND SHULTZ. BOTH EXPERTS ARE SENDING BIOGRAPHIES AND BLACK AND WHITE GLOSSY PHOTOGRAPHS. THESE ITEMS CAN BE USED IN PREPARING PRESS RELEASES, BROCHURES FOR ADANCE PUBLICITY, AND HANDOUTS FOR USE DURING THE FAIR.

2. IT WOULD BE APPRECIATED IF EWTC COULD MAKE HENNING VONTILLIUS, DEPUTY DIRECTOR OF EWTC, AVAILABLE TO ASSIST IN THE ADVANCE PROMOTION OF THE BDO AND TO ASSIST IN OVERSEEING THE CONSTRUCTION OF THE BDO BOOTH. USDOC/BEWT REALIZES THAT MR. VONTILLIUS WILL BE OCCUPIED THE WEEK OF THE LEIPZIG FAIR WITH THE GEOPHYSICAL EXPLORATION EQUIPMENT EXHIBIT/ SEMINAR SCHEDULED FOR THE EWTC ON MARCH 17-13, 1975. HOWEVER, MR. VONTILLIUS IS REQUESTED TO CONTACT MR. BLOCH, AMEMBASSY BERLIN TO DETERMINE EXACTLY WHAT THE PRE-SHOW RESPONSIBILITIES WILL BE AND HOW T E WORK LOAD SHOULD BE DISTRIBUTED. JAMES TREICHEL, USDOC/BEWT GDR DESK OFFICER WILL ARRIVE APPROXIMATELY MARCH 1, 1975, IN LEIPZIG. THIS WILL PERMIT TIME FOR VONTILLIUS TO BRIEF TREICHEL SO THAT TREICHEL CAN ASSUME VONTILLIUS'S RESPONSIBILITIES UPON VONTILLIUS'S DEPARTURE FOR VIENNA. TREICHEL WILL ALSO MAN THE BDO DURING THE WEEK OF THE FAIR.

3. USDOC/BEWT FORESEES THE EWTC BEING USED AS A COLLECTION POINT FOR CATALOGUES TO BE DISPLAYED AT THE BDO. CATALOGUES WILL BE SENT DIRECTLY FROM MANUFACTURERS TO VIENNA OR IN SOME CASES COLLECTED IN SMALL GROUPS IN WASHINGTON FOR FORWARDING TO VIENNA. USDOC/BEWT WOULD WELCOME ANY ALTERNATE PROPOSAL FOR CATALOGUE COLLECTION WHICH WOULD BETTER SUIT EITHER AMEMBASSY BERLIN OR AMEMBASSY VIENNA.

4. EVERY EFFORT IS NOW BEING MADE IN USDOC/BEWT TO ENSURE THE SUCCESS OF THE LEIPZIG BDO, INSPITE OF THE VERY LIMITED LEAD TIME AVAILABLE. IT IS REALIZED THAT SPECIAL BURDENS ARE BEING PLACED ON BLOCK AND VONTILLIUS AND ON THEIR POSTS. THEIR PARTICIPATION IS ESSENTIAL TO THE STAGING OF EVENT WITH THE LIMITED TIME AVAILABLE AND IS GREATLY APPRECIATED. SEPARATE MESSAGE ON TREICHEL ITINERARY FOLLOWS. KISSINGER

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